

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Louis ELLMAN  
Application No. : 10/649,165  
Confirmation No. : 4765  
Filing Date : August 27, 2003  
Title : SYSTEM AND METHOD OF FACILITATING THE  
DISSEMINATION OF INFORMATION BY MEANS OF  
ACTIVE ADVERTISEMENTS IN PORTABLE INFORMATION  
TRANSCIVERS  
Examiner : Mouzon, Lajuania  
Group Art Unit : 2153  
Attorney Docket No. : ELLIO.P0201

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

October 13, 2008

**AMENDMENT IN RESPONSE TO THE OFFICE ACTION and REQUEST FOR  
RECONSIDERATION**

SIR:

In response to the Office Action dated April 15, 2008, which supplemented the Office Action of February 27, 2008, for which any necessary extension is herein requested and petitioned, Applicant hereby responds as follows:

**Amendments to the Drawings** begin on page 2 of this Amendment.

**Amendments to Specification** begin on page 3 of this Amendment.

**Amendments to the Claims** begin on Page 4 of this Amendment.

**Remarks/ Arguments** begin on page 11 of this Amendment.